Gearing up for the NCTA □ Fowler up and running at the FCC □ Teletext takes off in Toronto

Broadcasting May 25

The News Magazine of the Fifth Estate □ Vol. 100 No. 21 50th Year □ 1981

5/26/81 C 1750-1

THE LATEST TO JOIN THE GREATEST

Pat Benatar

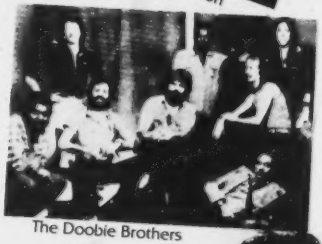
Johnny Cash

Sissy Spacek

Harry Nilsson

Supertramp

Climax Blues Band


The Doobie Brothers

Bill Conti

Maynard Ferguson

Reba Rambo

Tom Petty

Prince

Steely Dan

Carol Connors

ASCAP

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The First 50 Years Of Broadcasting

1982

The Week in Brief

TOP OF THE WEEK

FOWLER TURNS UP BURNERS ☐ In busy first week, new FCC chairman embarks on elaborate plan to coordinate agency's activities and selects new chiefs for four principal policy posts. **PAGE 23.**

NO DISCOURAGING WORDS ☐ FCC nominee's confirmation hearing is a symphony of tributes from Capitol Hill colleagues. **PAGE 25.**

MATCHMAKER AT&T ☐ Official word comes out of Toronto on anticipated agreement on teletext/videotext standards. Catalyst for consensus is said to be AT&T with its development of compatible system that diffused differences with Antiope and Telidon. **PAGE 26.**

CABLE GETS IN LICKS ☐ NCTA's Wheeler and Rifkin, along with CATA's Effros, make stand on Capitol Hill in defense of status quo on copyright. **PAGE 28.**

UNITED FRONT AGAINST DBS ☐ Network affiliate groups pass resolutions opposing medium. **PAGE 29.**

MEDIA

BRADSHAW REASSURES ☐ Incoming RCA chairman tells NBC-TV affiliates in Los Angeles that new cable venture will not affect network. Paxton reports support of NBC President Silverman. **PAGE 30.** In luncheon address, Silverman contends press has painted distorted picture of network, underscores objective of better program quality, and sees NBC-TV as strong in fall. **PAGE 34.** Mulholland cites NBC-TV's improved September-to-May ratings, and Tartikoff praises "star power" in next season's lineup. **PAGE 38.**

JOURNALISM

BACK TO CBS ☐ Moyers returns as senior news analyst under five-year contract with wide range of duties. **PAGE 46.**

NEW VOA HEAD ☐ It's James Conkling, Bonneville director and one-time recording executive. **PAGE 46.**

TECHNOLOGY

MONTREUX TIME ☐ International gathering of TV's most technical minds starts May 30 in that Swiss city. Here's preview of equipment that will be exhibited. **PAGE 54.**

BUSINESS

ROADBLOCKS FOR ABC ☐ Goldenson cites factors that could retard revenue growth this year. **PAGE 61.**

NEUHARTH REBUTS TURNER ☐ Gannett head disputes Atlanta broadcaster's assertion that newspapers in today's form will be extinct in 10 years. **PAGE 65.**

PROGRAMING

CHANGE OF HEART ☐ NTIA now decides it will support request that networks be allowed to buy TV programing rights for nonbroadcast use. White House and NAB also get on bandwagon. **PAGE 66.**

BATES PICKS CBS ☐ Agency predicts TV network will be prime-time winner next season with just two program failures. **PAGE 66.**

LAW & REGULATION

DIFFICULTIES IN RELAXING ☐ Wirth subcommittee told deregulation will be more complex in communications than in other industries. Much testimony is concerned with keeping halter on AT&T. **PAGE 70.**

SPECIAL REPORT

CABLE'S BIGGEST YET ☐ NCTA kicks off its 30th annual convention in Los Angeles Friday with focus on future of communications. **PAGE 74.** Entire agenda starts on **PAGE 76.** Complete rundown on more than 300 exhibitors commences on **PAGE 78.**

1962

THE 'BROADCASTING' YEARS ☐ Comsat, Telstar, all-channel TV sets and federal funding for noncommercial ETV appeared in 1962. A Russian missile crisis in October and America's first three orbital space flights provided challenges for broadcast journalists. **PAGE 91.**

PROFILE

THE SECOND TIME AROUND ☐ Veteran of more than three decades at the FCC, Harold Kassens contributed to many engineering decisions that fostered broadcasting's evolution. Now, as partner in A.D. Ring & Associates, his input continues to affect communications in the 80's. **PAGE 119.**

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Ratings Roundup

ABC-TV, with three winning nights and the top-rated show, captured prime time for the week ended May 17, NBC-TV was a solid second. CBS-TV, the usual leader on weekly scorecards, this time was last.

With eight-tenths of a rating point separating first from second and also second from third, the averages showed ABC at a 17.0 rating/29 share to NBC's 16.2/28 and CBS's 15.4/26.

Particularly damaging to CBS were inroads that week made by NBC. On Thursday, a *Dallas* rerun was nowhere near the first-place mark the show usually made during the season. Instead, the CBS show fell to 46th place (13.4/24) against an NBC special, *TV's Censored Bloopers* that ranked fifth (22.3/40). On Sunday, normal CBS series strength didn't transfer to a two-hour *Escape from Iran* movie (15.4/25), which fell to NBC's *CHiPs* (19.4/33) and the first hour of the theatrical film, "Meatballs" (24.1/37).

ABC's made-for-TV movie, *The Best Little Girl in the World*, was the week's top-scoring presentation, earning a 25.5/39 on Monday and easily outdoing part one of NBC's *The Starmaker* movie (14.7/23). ABC with its regular series also overcame the *Starmaker* conclusion (15.8/25) the following night.

Long-form programing of movies dominated the schedules, with competing films on at least five nights.

For the May sweep period, ABC and CBS are tied at a 16.3 to NBC's 15.6 so far in the 10 days of Arbitron's count. For Nielsen's 18 days through May 17, the scores: CBS 16.5, ABC 16.3 and NBC 15.4.

The First 20

1.	*The Best Little Girl in the World* (movie)	ABC	25.5/39
2.	*Three's Company*	ABC	24.2/38
3.	"Meatballs" (movie)	NBC	23.8/36
4.	*Too Close For Comfort*	ABC	22.4/35
5.	*TV's Censored Bloopers* (special)	NBC	22.3/40
6.	*Hart to Hart*	ABC	21.6/36
7.	"Stand By Your Man" (movie)	CBS	21.6/34
8.	*60 Minutes* (R)	CBS	21.4/42
9.	*Laverne & Shirley*	ABC	21.3/34
10.	*Little House on the Prairie*	NBC	20.7/32
11.	*Love Boat*	ABC	20.4/37
12.	*CHiPs*	NBC	19.4/33
13.	*M*A*S*H* (R)	CBS	19.4/29
14.	*Greatest American Hero*	ABC	19.1/31
15.	*Happy Days*	ABC	19.0/31
16.	*Diff'rent Strokes*	NBC	19.0/29
17.	*Real People* (R)	NBC	18.4/30
18.	*Fantasy Island*	ABC	18.2/34
19.	*Trapper John, M.D.*	CBS	18.1/29
20.	*Barney Miller*	ABC	17.5/29

The Final Five

51.	*Body Human: Breakthrough* (special)	CBS	12.9/21
52.	*BJ & the Bear* (R)	NBC	12.1/23
53.	"The Longest Yard" (movie) (R)	ABC	11.5/21
54.	*Les Miserables* (movie) (R)	CBS	9.8/19
55.	*Those Amazing Animals* (R)	ABC	8.5/17

R indicates repeat.

based on the schedules as promulgated and said a long writers' strike and a walkout by directors could affect estimates.

Bates picks 17 of CBS-TV's programs as "success" (29-33 share) or "smash" (34 or over) out of a total of 25 shows. In the "smash" category are *M*A*S*H, Dallas, Dukes of Hazzard* and *The Vintage Years* (the last a new series). Chosen as "failure" (25 share or less) are two new series—*Simon & Simon* and *Mr. Merlin.*

Eleven of ABC-TV's series are selected "success" or "smash." Chosen as "smash" are *Love Boat* and *Fantasy Island.* Eight are destined for "failure," in Bates' opinion, including *Mork & Mindy* and six new series—*Open All Night, Maggie, Strike Force, King's Crossing, Code Red* and *Today's F.B.I.* ABC-TV is fielding 26 programs for the fall.

According to Bates, eight of NBC-TV's series for next fall are headed for "failure" including six new shows—*Gabe & Guich, Mickey Rooney Show, Chicago Story, James Arness, Bret Maverick* and *Star Prince.* None of NBC-TV's programs are picked as "smash" but eight are listed as "success," including one new series, *Father Murphy.*

Bates says the erosion in young adult prime time audiences that began in 1979 is expected to continue into 1[illegible]. The agency estimates that the adult 18-49 ratings for the fourth quarter of 1981 will be 35.9 (83 share), down from 40.1/91 in the fourth quarter of 1978.

Monitor

In the marketplace... MCA-TV's *Hardy Boys/Nancy Drew Mysteries* is now carried by 86 stations, including 18 in top 20 markets. Series is available for fall to local stations on advertiser-supported basis... *Miss American Teen-Ager Pageant*, on air for 21 years through national syndication, local stations and ABC Television network, has television rights for production and syndication up for grabs.

□

Soon you'll know. *Betcha Don't Know*, series of 39 30-second "humorous information messages," has been ordered from Children's Television Workshop by NBC-TV for inclusion in prime-time schedule beginning next year. Target of short comedy sketches is families with children aged 6-11.

□

Ethnic cable. Teleprompter Corp. has announced launch of third minority-oriented cable service in less than month for its largest system—Los Angeles's Theta Cable. Black Entertainment Television (BET) follows Galavision and Jewish Television Network to Theta.

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Ingstad Salie (50.1%) and son, Robert E. Ingstad Jr. (49.9%). Robert Ingstad is licensee of KGRZ(AM) Missoula, Mont.; WTNT(AM)-WLVW(FM) Tallahassee, Fla.; KBUF-AM-FM Garden City, Kan. and owns 100% of KGFX(AM) Pierre, S.D.; 80% of KKLS(AM)-KKHJ(FM) Rapid City, S.D.; and 48% of KDXT(FM) Missoula, Mont. Buyer: Gerald D. Gutensohn (72%), Mark A. Swendsen (19%), Allen D. Rau (5%) and Bruce D. Carlson (4%). Gutensohn is manager at WTNT(AM)-WLVW(FM) Tallahassee, Fla. Swendsen is manager at KGFX(AM) Pierre, S.D. Rau is manager at KKOA(AM) Minot, N.D. Carlson is sales manager and sports director at KKOA. They have no other broadcast interests.

■ KDDR(AM) Oakes, N.D. (AM: 1220 khz, 1 kw-D)—Seeks assignment of license from Frontier Broadcasting Corp. to Kingsley H. Murphy Jr. for $174,400. Seller: Robert A. Norlund and Timothy A. Branson (50% each), who also own 15% each of new FM applicant for Fergus Falls, Minn. Buyer: Kingsley H. Murphy Jr. (100%), who owns 100% WISS-AM-FM Berlin, Wis., 100% of KCHK(AM) New Pragul, Minn., 50% of WHHL(AM) Pin Castle-Sky Lake, Fla., and 4.22% of Minneapolis Star & Tribune Co., licensee of two TV's and one cable system. Filed May 1.

■ WNAD(AM) Norman, Okla. (AM: 640 khz, 1 kw-D)—Seeks transfer of control of Oklahoma Communications Inc. from Don H. McLeland and others (100% before; none after) to Norman Broadcasting Inc. (none before; 100% after) consideration: $800,000. Principals: Don H. McLeland (86.92%) and children, Dan H., Peggy L. and Dorothy S. Reilly (4.36% each), who have no other broadcast interests. Buyer is owned by Wah-leeta Steckline (51%) and husband, Lawrence E. Steckline (49%). Lawrence Steckline is president and owner of KJLS(FM) Hays and KWLS-AM-FM Pratt, both Kansas. He also owns KSLS(FM) Liberal, Kan.; and 25% of KFRW(AM) Salina, Kan. Filed April 29.

■ WGXL(FM) Laurens, S.C. (FM: 100.5 mhz, 100 kw, ant. 760 ft.)—Seeks assignment of license from Towers South Inc. to Keymarket Communications Inc. for $2,450,000 (BROADCASTING, April 27). Seller: Monty DuPuy and Gene Phillips (50% each), who have no other broadcast interest. Buyer: Kerby Confer and Paul Rothfuss (45% each), and David Bernstein (10%). Confer and Rothfuss each own 35% of WKRT(AM)-WNOX(FM) Cortland, N.Y., and 25% each of KSSN-FM Little Rock, Ark., and with Bernstein sold, subject to FCC approval WHUM(AM) Reading, Pa. (BROADCASTING, March 13). FCC recently granted Confer and Rothfus their sale of WLYC(AM)-WILQ(FM) Williamsport, Pa. (BROADCASTING, May 11). Filed May 5.

■ WVAB(AM) Virginia Beach, Va. (AM: 1550 khz, 5 kw-D)Seeks assignment of license from Sea Broadcasting Corp. to Atlantic Broadcast Enterprises Inc. for $315,000. Seller: Closely held owner of 21 stockholders principally owned by the Sidney S. Kellam family. None have other broadcast interests. Buyer: Edward J. Freach and Steven Soldinger (50% each). Freach is former president and general manager of WAVY-TV Portsmouth, Va. Soldinger is account executive for WBAL-TV Baltimore, Md. Freach owns less than 1% of Lin Broadcasting Corp. Filed April 20.

■ WTCH(AM)-WOWN(FM) Shawano, Wis. (AM: 960 khz, 1 kw-U: FM; 99.3 mhz, 3 kw, ant.—Seeks assignment of license from Shawano County Leader Publishing Co. to Wheeler Broadcasting Inc. for $950,000 (BROADCASTING, May 4). Seller: Jeann Donald, who has no other broadcast interests. Buyer: Ray L. Wheeler (80%) and wife, Ahna (20%). Ray Wheeler is news anchor at WLUK-TV Green Bay, Wis., and has no other broadcast interests. Filed May 6.

Actions

■ WVOV(AM) Huntsville, Ala. (AM: 1000 khz, 10 kw-D)—Granted assignment of license from Powell Broadcasting Inc. to Barker Broadcasting Inc. for $700,000. Seller: Edwin W. Powell (99.8%), Jerry W. Beril (.1%) and Daniel B. Banks Jr. (.1%), who have no other broadcast interests. Buyer: Peter P. Barber (100%), who is station manager at WFIX(AM) Huntsville, Ala., has no other broadcast interests. Action May 8.

■ KWTC-AM-FM Barstow, Calif. (AM: 1230 khz, 1 kw-D, 250 w-N: FM: 94.3 mhz, 3 kw, ant. 192.6 ft.)—Granted assignment of license from Mojave Valley Broadcasting Inc. to Inland Empire Broadcasters Inc. for $385,000. Seller: Esther B. Brown (85%), Helen V. Long (10%) and Harry S. White (5%). They have no other broadcast interests. Buyer: Howard N. Fisher (10%), J.B. Lanfranco, J.W. Pennington, Les Richter, Bart R. Singletary and Thomas Speil (16% each). Applicants are Riverside, Calif.-area businessmen. Pennington is Los Angeles physician. They also own KPRO(AM) Riverside, Calif. Action May 7.

■ KOAM(AM) Pittsburg, Kan. (AM: 1060 khz, 10 kw-D, 5 kw-N)—Granted assignment of license from Pittsburg Broadcasting Co. to American Media Investments for $1.6 million. Seller is owned by Lester L. Cox and estate of E. V. Baxter. They have no other broadcast interests. Buyer is owned by Robert D. Freeman, Lowell Dennison and Frank Carney who owned and operated KEYN-AM-FM Wichita, Kan., before selling properties last year to Charley Pride and Jim Long (BROADCASTING, June 16, 1980). Action May 11.

■ WEDG(AM) Soddy Daisy, Tenn. (AM: 1240 khz, 2 kw-D, 250 w-N)—Granted assignment of license from Southeast Community Media Inc. to Roberta G. Davis for $150,000. Seller: Hudson Printing and Lithography Inc. (51%), Roberta Davis (41%), James Thatcher (7%) and George Hudson III (1%). They have no other broadcast interests. Buyer: Roberta G. Davis (100%), who is former sales manager of WEDG(AM) and already 41% owner of station. Action May 6.

■ KLSN(FM) Brownwood, Tex. (FM: 104.1 mhz, 100 kw, ant. 205 ft.)—Granted assignment of license from GBE Inc. to Cycles Communications Inc. for $225,000. Seller: Stehen F. Pasquini, wife, Peggy C. (25% jointly), father of Peggy, George F. Clements (25%), Ernest F. Cadenhead (25%), M. Bryan Healer III (25%) and Gary R. Price (1%). Healer, Cadenhead and Stephen Pasquini each own 22.1% of KBAL-AM-FM San Saba, Tex. Buyer: Louis H. Gonzales (52%), Ronald G. Leppig and Dennis K. Boyle (24% each). Gonzales is account executive at Pates, Walton radio representatives. Chicago. Leppig is station manager at WAIT(AM) Chicago. Boyle is account executive at John Blair Co., Chicago. Action May 7.

Facilities Changes

AM applications

■ WLAD(AM) Danbury, Conn.—Seeks CP to change hours of operation to U by adding 5 kw-N service; increase D power to 10 kw; install DA-2; change frequency from 800 khz to 1160 khz and make changes in ant. sys. Ann. May 14.

■ WNOG(AM) Naples, Fla.—Seeks CP to change D and N power to 1 kw and install DA-2. Ann. May 6.

■ WSOL(AM) Tampa, Fla.—Seeks CP to change hours of operation to U by adding 1 kw N service; install DA-2; change city of license from Tampa to Temple Terrace; change TL to 0.6 miles N.N.E. of highway 582 and US highway 301, Temple Terrace; make changes in ant. sys. Ann. May 7.

■ KLER(AM) Orofino, Idaho—Seeks CP to change D power to 2.5 kw; install DA-2; change TL and SL to Upper Fords Creek Road, Orofino, Idaho. Ann. May 7.

■ WSJP(AM) Murray, Ky.—Seeks CP to change hours of operation to U by adding 250 w N service; install DA-N; make changes in ant. sys.; TL to east side of L & M R.R., 0.35 miles north of highway 894, Murray. Ann. May 4.

■ WBMJ(AM) San Juan, P.R.—Seeks CP to increase N power to 10 kw. Ann. May 14.

■ WIVV(AM) Vieques, P.R.—Seeks CP to change D and N power to 50 kw; install DA-2; change frequency from 1370 khz to 780 khz; and change TL and SL to 2,970 ft. at 30 degrees from center of Esperanga Village, P.R. Ann. May 14.

■ KIVY(AM) Crockett, Tex.—Seeks CP to increase power from 1 kw to 2.5 kw. Ann. May 6.

■ KQTI(AM) Edna, Tex.—Seeks CP to increase power to 10 kw and make changes in ant. sys. Ann. May 14.

■ KWIQ(AM) Moses Lake, Wash.—Seeks CP to change frequency from 1260 khz to 1020 khz; increase power to 5 kw and change SL to Road 1 N.E., Moses Lake, Wash.; change station location to Moses Lake and change hours of operation to U by adding N service with 500 w; TL: 2.5 miles north of junction state route 17 and Stratford Road, Moses Lake North, Washington (night site operation). Ann. May 15.

FM applications

■ WBGR-FM Paris, Ky.—Seeks CP to change TL to .17 miles east of Sidville, Ky.; increase HAAT: 300 ft (H&V) and make changes in ant. sys. Ann. May 4.

■ WRLC(FM) Williamsport, Pa.—Seeks CP to increase ERP: 0.768 kw (H&V); HAAT: minus 316 ft. (H); make changes in ant. sys. and change TPO. Ann. May 4.

■ WGKY-FM Greenville, Ky.—Seeks modification of CP to change TL to Highway 189, 0.34 miles S.W. of Route 62 intersection, Greenville, Ky.; change type ant.; change ERP: 3.0 kw (H) and 2.63 kw (V) and change TPO. Ann. May 13.

■ WJSU(FM) Jackson, Miss.—Seeks CP to change frequency to 88.5 mhz; ERP: 3 kw (H&V); HAAT: 162 ft. (H&V); change trans., trans. line and make changes in ant. sys. Ann. May 12.

■ KMJQ(FM) Clear Lake City, Tex.—Seeks CP to change TL to approximately four miles S.E. of Missouri City, Tex., near Houston; change ERP: 100 kw (H&V); HAAT: 1749.75 ft. (H&V) and make changes in ant. sys. Ann. May 12.

TV applications

■ WOUB-TV Athens, Ohio—Seeks modification of CP to reduce aural ERP to 47.9 kw. Ann. May 4.

■ WNUV-TV Baltimore—Seeks modification of CP to change ERP to 4645 kw vis.; 454.6 kw aur.; change trans. and make changes to ant. sys. Ann. May 4.

■ WGCB-TV Red Lion, Pa.—Seeks authority to identify station as Red Lion, Lancaster, and York, Pennsylvania. Ann. May 6.

■ KLRN(TV) San Antonio, Tex.—Seeks CP to change TL to 1031 Navarro Street, San Antonio; change SL to same as TL; change ERP to vis. 132.7 kw, aur. 26.26 kw; change trans.; HAAT: 483 ft. Ann. May 4.

■ WRHP-TV Richmond, Va.—Seeks CP to change ERP to 4036 kw vis., 403.6 kw aur.; change trans; make changes to ant. sys.; HAAT: 986 ft. Ann. May 4.

■ KMPH(TV) Visalia, Calif.—Seeks CP to change TL to 0.3 miles N.E. of Generals Highway, 4 miles S.E. of Wilsonia, Calif.; change ERP to 5000 kw (M), aur. to 500 kw (M); change trans. and make changes to ant. sys.; HAAT: 2000 ft. Ann. May 13.

Summary of broadcasting

FCC tabulations as of March 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1,154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

*Special temporary authorization

**Includes off-air licenses